

InsiderAdvantage/Opinion Savvy

GA General Election Poll – 9.12.14

Target Population

Likely 2014 Georgia general election voters

Sampling Method

The survey uses a blended sample, mixed mode.

IVR: Registered voters in Georgia were selected randomly and surveyed on the evenings of September 10-11, 2014 using an interactive voice response system.

Mobile: Registered voters in Georgia not otherwise reachable by landline telephone were surveyed on their mobile devices, September 10-11, 2014.

Integration & Weighting

The poll was weighted for age, race, gender and political affiliation according to 2010 general election voter statistics (from GA Secretary of State), US census data and in-house turnout predictions.

Number of Respondents

1167 (weighted)

Margin of Error

±2.9% (95% confidence)

NOTE: POLL HAS BEEN UPDATED FROM PREVIOUS VERSION DUE TO TYPOGRAPHICAL ERRORS IN TRANSFERING RAW DATA TO EXISTING TEMPLATE*

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1. If the election for Governor of Georgia were held today and the candidates were: Republican Nathan Deal; Democrat Jason Carter; or Libertarian Andrew Hunt, how would you vote?

	Total	Age				Race				Gender		Political Affiliation			Collector	
		18-29	30-44	45-64	65+	White	Black	Hispanic	Other	Male	Female	Republican	Democrat	Independent	Landline	Mobile
(Base)	(1167)	(117)	(311)	(465)	(274)	(755)	(390)	(11)	(11)	(522)	(645)	(435)	(438)	(294)	(813)	(354)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Nathan Deal	44.4	26.7	47.6	46.5	45.6	60.8	13.8	36.4	27.3	50.8	39.6	77.0	6.6	53.4	45.0	43.9
Jason Carter	39.9	44.8	38.3	39.6	40.1	23.7	70.8	63.6	45.5	33.7	45.0	8.1	77.9	31.0	40.3	39.1
Andrew Hunt	6.8	10.3	9.0	5.8	4.4	8.7	2.8	0.0	9.1	10.0	4.2	8.8	3.2	8.8	5.5	9.3
Undecided	8.9	18.1	5.1	8.2	9.9	6.8	12.6	0.0	18.2	5.6	11.2	6.2	12.3	6.8	9.2	7.6

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2. If the election for United States Senator were held today and the candidates were: Democrat Michelle Nunn; Republican David Perdue; or Libertarian Amanda Swafford, how would you vote?

	Total	Age				Race				Gender		Political Affiliation			Collector	
		18-29	30-44	45-64	65+	White	Black	Hispanic	Other	Male	Female	Republican	Democrat	Independent	Landline	Mobile
(Base)	(1167)	(117)	(311)	(465)	(274)	(755)	(390)	(11)	(11)	(522)	(645)	(435)	(438)	(294)	(813)	(354)
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Michelle Nunn	39.8	46.2	37.6	37.2	39.8	22.0	70.5	63.6	50.0	35.4	41.6	4.6	77.9	31.2	40.0	36.2
David Perdue	50.1	31.6	59.8	51.0	49.6	69.8	15.6	36.4	30.0	57.7	45.8	88.5	9.6	57.3	48.6	56.8
Amanda Swafford	5.0	13.7	1.3	5.6	4.4	4.5	5.9	0.0	10.0	4.0	5.7	3.4	5.3	6.8	5.2	4.5
Undecided	5.1	8.5	1.3	6.2	6.2	3.7	7.9	0.0	10.0	2.9	6.8	3.4	7.3	4.7	6.3	2.5

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3. Age

	Total	Race				Gender		Political Affiliation			Collector	
		White	Black	Hispanic	Other	Male	Female	Republican	Democrat	Independent	Landline	Mobile
(Base)	(1167)	(755)	(390)	(11)	(11)	(522)	(645)	(435)	(438)	(294)	(813)	(354)
	%	%	%	%	%	%	%	%	%	%	%	%
18-29	10.0	7.9	13.3	25.0	20.0	11.9	8.4	5.5	17.8	4.7	.7	31.4
30-44	26.7	28.1	25.1	0.0	10.0	47.1	10.1	27.2	20.1	35.6	11.8	61.0
45-64	39.8	38.4	42.3	41.7	50.0	24.9	52.0	42.2	39.3	37.3	54.3	6.5
65 and over	23.5	25.6	19.2	33.3	20.0	16.1	29.5	25.1	22.8	22.4	33.2	1.1

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4. Race

	Total	Age				Gender		Political Affiliation			Collector	
		18-29	30-44	45-64	65+	Male	Female	Republican	Democrat	Independent	Landline	Mobile
(Base)	(1167)	(117)	(311)	(465)	(274)	(522)	(645)	(435)	(438)	(294)	(813)	(354)
	%	%	%	%	%	%	%	%	%	%	%	%
White	64.7	51.3	68.2	62.4	70.4	71.1	59.5	91.7	28.6	78.3	62.9	68.8
African-American	33.4	44.4	31.5	35.5	27.4	27.0	38.6	7.1	69.3	19.0	34.9	30.0
Hispanic-Latino	.9	2.6	0.0	1.1	1.5	1.0	.9	.9	1.1	.7	1.1	.6
Other	.9	1.7	.3	1.1	.7	1.0	.9	.2	.9	2.0	1.1	.6

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5. Gender

	Total	Age				Race				Political Affiliation			Collector	
		18-29	30-44	45-64	65+	White	Black	Hispanic	Other	Republican	Democrat	Independent	Landline	Mobile
(Base)	(1167)	(117)	(311)	(465)	(274)	(755)	(390)	(11)	(11)	(435)	(438)	(294)	(813)	(354)
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Male	44.7	53.4	79.1	28.0	30.7	49.1	36.2	45.5	45.5	45.2	34.2	59.9	29.9	79.0
Female	55.3	46.6	20.9	72.0	69.3	50.9	63.8	54.5	54.5	54.8	65.8	40.1	70.1	21.0

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6. Political Affiliation

	Total	Age				Race				Gender		Collector	
		18-29	30-44	45-64	65+	White	Black	Hispanic	Other	Male	Female	Landline	Mobile
(Base)	(1167)	(1167)	(117)	(311)	(465)	(274)	(755)	(390)	(11)	(11)	(522)	(813)	(354)
	%	%	%	%	%	%	%	%	%	%	%	%	%
Republican	37.3	20.7	37.9	39.4	39.6	52.8	7.9	36.4	9.1	37.5	37.0	36.7	38.5
Democrat	37.5	67.2	28.3	37.0	36.4	16.6	77.7	45.5	36.4	28.7	44.7	38.7	34.8
Independent	25.2	12.1	33.8	23.7	24.0	30.6	14.4	18.2	54.5	33.7	18.3	24.6	26.6

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7. Collector

	Total	Age				Race				Gender		Political Affiliation		
		18-29	30-44	45-64	65+	White	Black	Hispanic	Other	Male	Female	Republican	Democrat	Independent
(Base)	(1167)	(117)	(311)	(465)	(274)	(755)	(390)	(11)	(11)	(522)	(645)	(435)	(438)	(294)
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Landline	69.7	5.1	30.8	95.1	98.5	67.8	72.8	81.8	81.8	46.6	88.5	68.7	71.9	68.0
Mobile	30.3	94.9	69.2	4.9	1.5	32.2	27.2	18.2	18.2	53.4	11.5	31.3	28.1	32.0